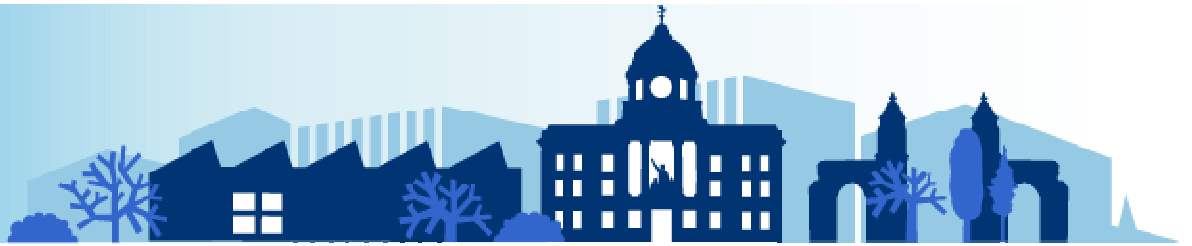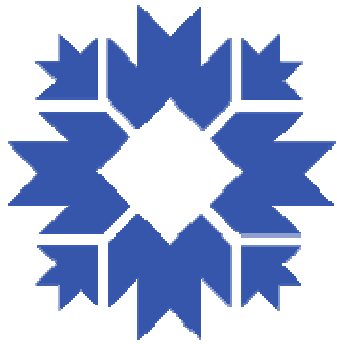# City of Bloomington Department of Economic & Sustainable Development

Danise Alano-Martin, Director

Citizens Academy
Fall 2015

Mission

To foster a livable and economically resilient community through partnerships, collaboration and outreach, and through strategic initiatives that

- expand economic opportunities,
- preserve the health of our environment,
- provide for social equity to the citizenry and
- advance the principles of sustainable development.

"I have a vision for Bloomington that is one of **balance**. A community in which we protect our **natural beauty** and responsibly manage **growth**. A place where **people prosper** economically but don't forget the **needs of others**. A city that's growing but retains the **character** of a town."

– Mayor Mark Kruzan
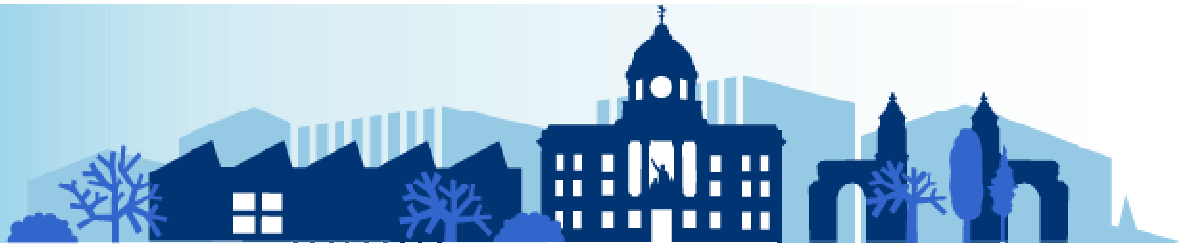
Plan Kruzan, 2003

Inaugural Address, 2012

The pioneering definition of Sustainable Development:

"development which meets the needs of current generations without compromising the ability of future generations to meet their own needs"

– *United Nations, World Commission on Environment and Development (Brundtland Commission) report, 1987*

"Sustainable Development"

- Supports **strong economic and social development**, but not at the expense of the **environment**

- **Intergenerational solidarity**: development takes into account impact on the opportunities of generations

http://www.unece.org/oes/nutshell/2004-2005/focus_sustainable_development.html
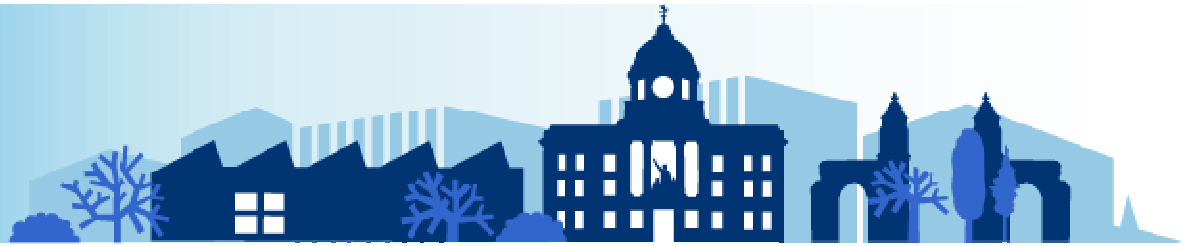
Our motto/mantra:

Quality of Life
is synonymous with
Economic Development

Program Areas

- Arts and cultural destination development, Bloomington Entertainment and Arts District
- Sustainable development, Sustainable City Initiative
- Business relations and business development

Arts/Cultural Destination Development
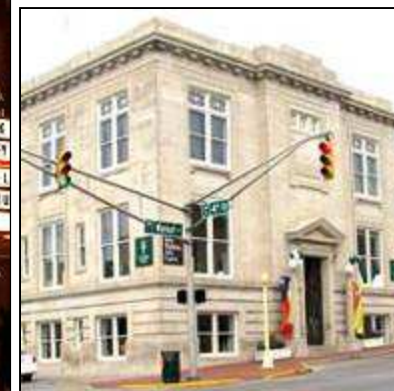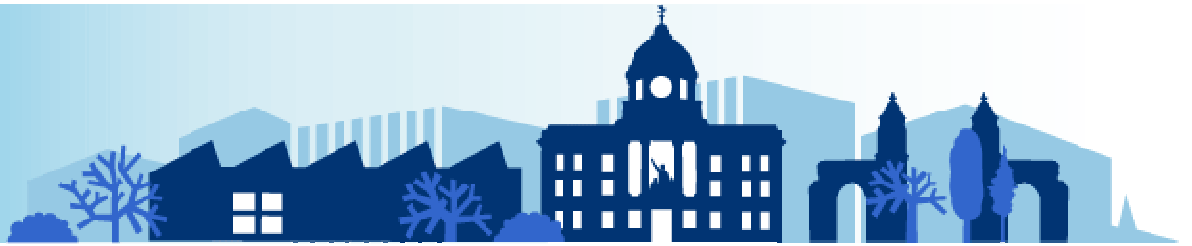
Arts/Cultural Destination Development

- Incentives and Assistance:
  - Zone Arts Grants
  - Arts Commission Grants
- Destination Marketing
  - visitbead.com
  - brochures, maps and advertising in regional tourism and culture publications
- Percent for the Arts
- Public Art: recent projects
  - Bloomington Transit
  - Restaurant Row
  - S. Walnut Street

Sustainable City

- Assistance & Outreach
  - Rain barrel demonstrations
  - IU and Monroe County sustainability advisory roles

- Collaboration
  - Facility Managers Network
  - Hoosier to Hoosier Community Sale

- Beat the Meter Blitz (energy audits for residents)

- MoCo Energy Challenge

- LEED by example
  - Energy dashboard

City Hall
204 occupants

3,757
Lbs of CO_2

12%

PERFORMANCE NOW

Business Development/Relations

- Licensing
  - Mobile, Taxi Cabs, 2nd-hand dealers
- Recruitment/Retention
  - BEDC, BTP, BLSP, DBI, IU, Ivy Tech, MCCSC, churches, other businesses, WorkOne, United Way
- Entrepreneurship Ecosystem
- Advocacy/Referrals
  - City projects, Signage, Downtown
- Incentives and Assistance:
  - BUEA/B-Line; Tax Abatement, ED Revenue Bonds
- Economic Development Districts:
  - BEAD, BUEZ, CRED, TIF, **CTP**

Economic Incentives/Tools
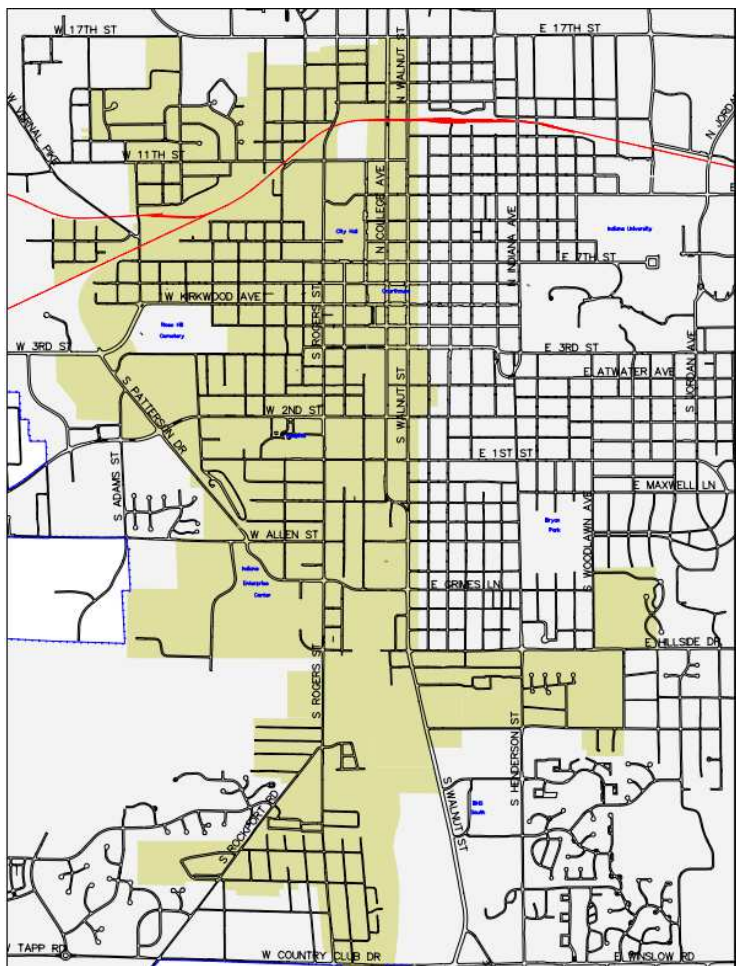
Bloomington Urban Enterprise Zone

- ESD provides staff/programmatic support
- Facility rehab loans
- Historic Façade grants
- Zone Arts Grants
- Employee/Employer tax benefits
- Enterprise Zone Investment Deduction
- (Previous): B-Line Trail Business Enhancement Grants

Economic Incentives/Tools

Community Revitalization Enhancement Districts (CREDs)

- Bloomington Industrial Development Advisory Commission
- Local capture of the *growth* in sales and income tax dollars;
- Use funds for economic development and redevelopment purposes
- Infrastructure, Economic Development Finance agreements
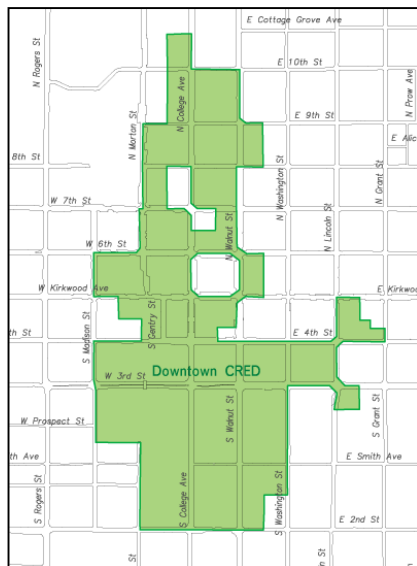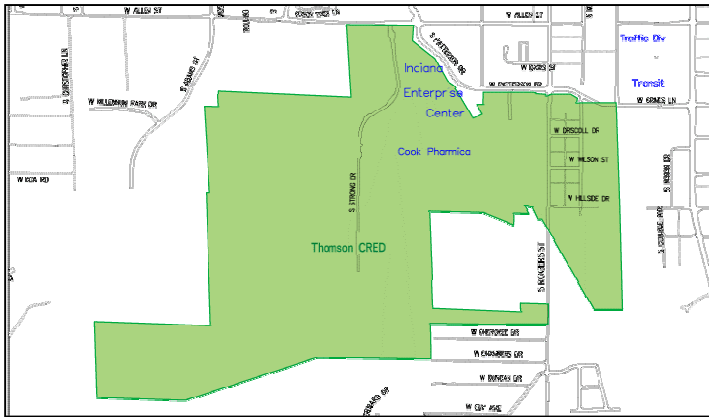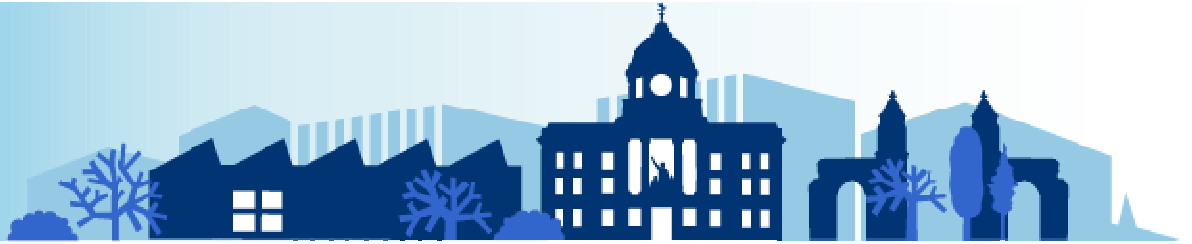
Economic Incentives/Tools

Tax Increment Finance (TIF) Districts

- Redevelopment Commission
- Local capture of the *growth* in real property taxes
- Use funds for economic development and redevelopment purposes; bonds
- Infrastructure, Industrial and other workforce training
- Currently working on TIF consolidation Plan
- B-Line, BCT, CTP property, Switchyard Park
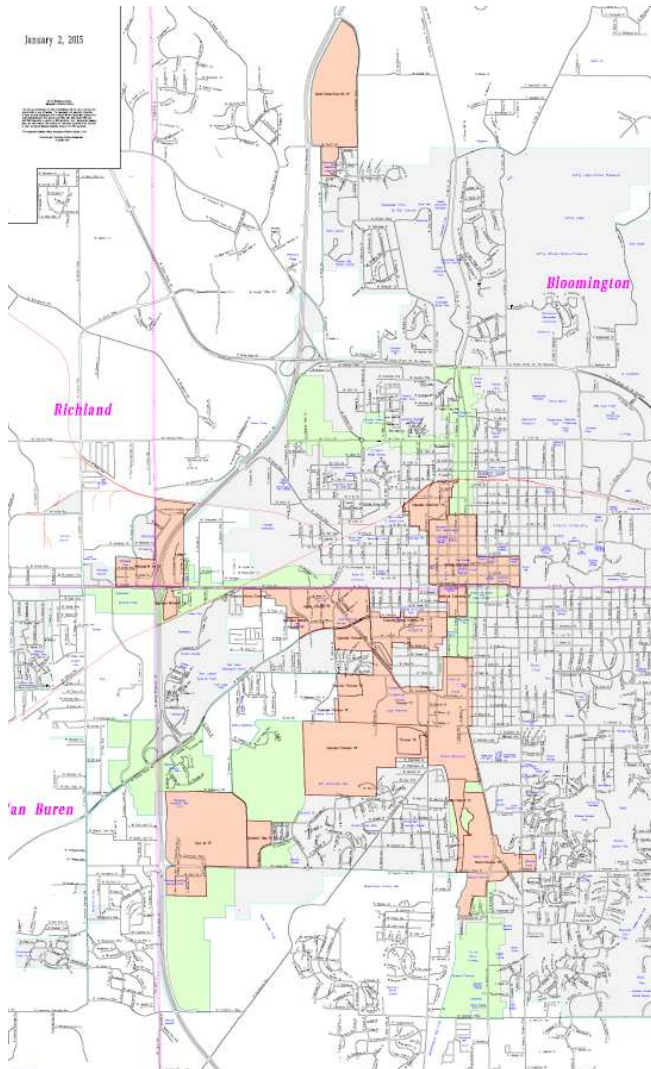
Economic Incentives/Tools

Property Tax Abatement

- Economic Development Commission
- Phase-in or abate property taxes for up to 10 years
- Projects that:
  - Statutory: Enhance tax base and create/retain jobs
  - Locally – Additional public benefits (e.g.):
    - Sustainability/environmental stewardship
    - Community service
    - Quality of life enhancements
    - Affordable housing

An artist's rendering of Hoosier Energy's new headquarters to be located off of Tapp Road in Bloomington.
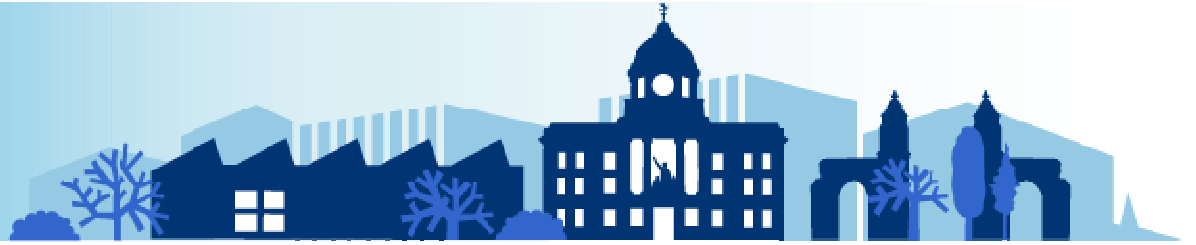
The Trades District/Certified Tech Park

http://bloomington.in.gov/certified-technology-park

The Trades District

Redevelopment Goals
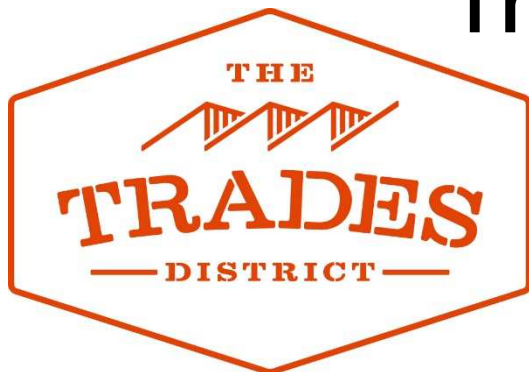
- **Attract** tech sector development; create jobs
- **Support** high tech employment uses
- **Provide** flexible office space for startups, growth companies
- **Diversify** downtown housing
- **Integrate** the area into fabric/character of downtown
- **Add** restaurants and support services
- **Enhance** public amenities such as green space and the B-Line Trail
- **Stimulate** capital investment and economic development
- **Implement** a plan that integrates sustainability, economic development, historic preservation
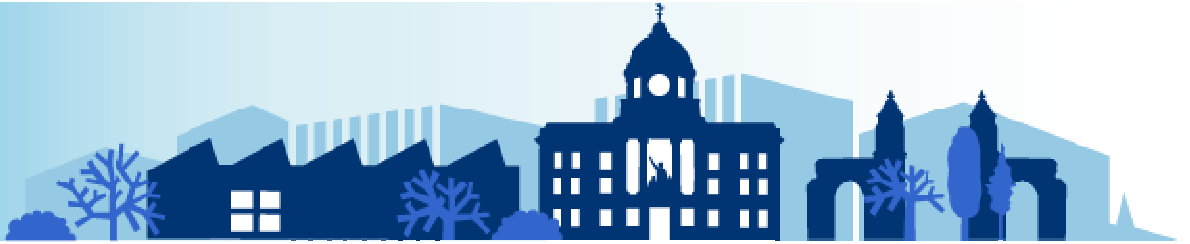
The Trades District

Long-Term Potential
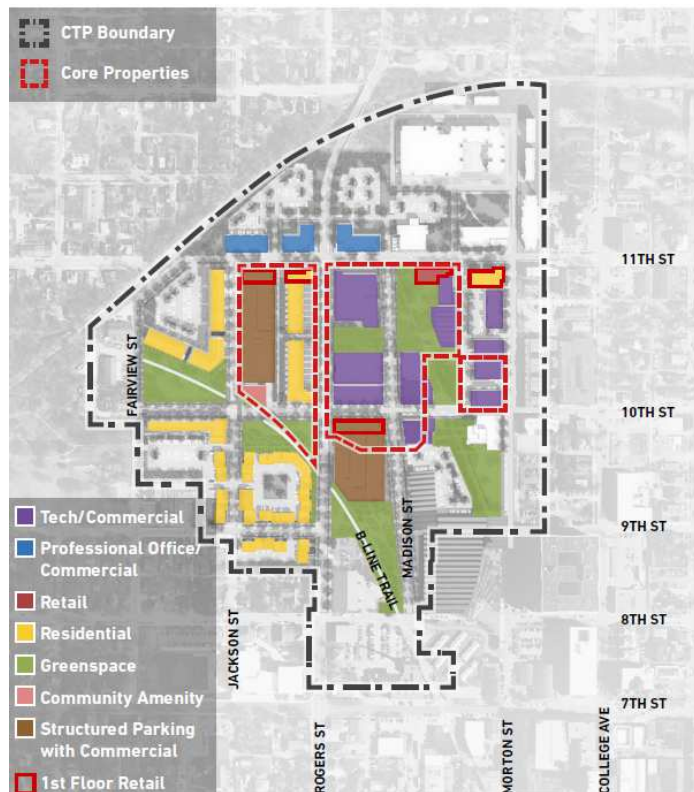
- Modern, sustainable urban redevelopment
- Nurtures creativity and entrepreneurship
- Brand Bloomington as lively tech sector hub
- +/- 300,000 sf office/commercial (tech, professional, service)
- +/- 300,000 sf residential (workforce, professional, senior, mixed income)
- +/- 20,000 sf retail/restaurant (unique, local, independent)
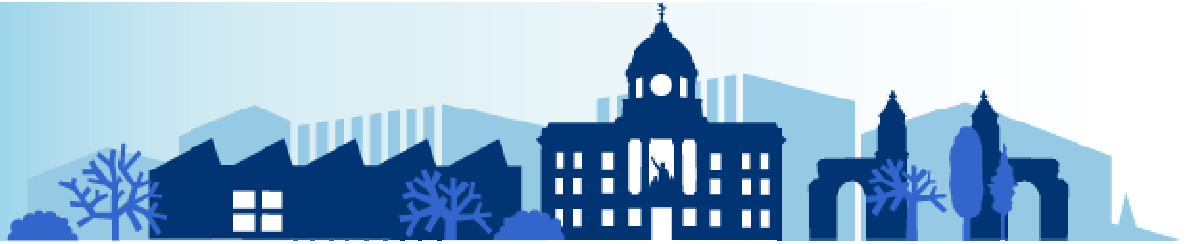
Infrastructure Redesign Underway

- Green stormwater infrastructure
- Signature streetscapes
- 10th Street realignment
- Alley improvements
- Utility relocations

DRAFT renderings

Announced potential developer for 6 acres (9/3/2015)

- Adaptive reuse of 2 historic buildings for tech, entrepreneurial space, retail (~23k sf)

- New construction: tech office (~20k sf) and housing for professionals/empty nesters (~200,000 sf)

Additional Resources

Departmental website: http://bloomington.in.gov/economicvitality
Contact info: Danise Alano-Martin, 812.349-3477, alanod@bloomington.in.gov
Twitter: http://twitter.com/D_AlanoMartin

CTP/Trades District:
Facebook Project Page: facebook.com/BloomingtonCertifiedTechnologyPark

BEAD:
Destination Website: visitbead.com
Strategic Plan, other nuts & bolts: bloomington.in.gov/arts
Facebook Fan Page: facebook.com/bloomingtonentertainmentandartsdistrict
Twitter: @GoBEAD

Additional Resources

Sustainability:
City Web Page: http://bloomington.in.gov/sustainable-city
Facebook Page: https://www.facebook.com/sustainbtown
Twitter: @sustainbtown
Monroe County Energy Challenge: http://mocoenergychallenge.org/

Small Business:
City Web Info: http://bloomington.in.gov/business
City Business License Info: http://bloomington.in.gov/business-licenses